

# **From Intelligent Interactions to Profitable Transactions**

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## Who we are

In Romania since 1993

Companies in Cambridge and Sibiu

- Consumer insight & segmentation
- Targeting
- Cross-channel marketing
- Data quality
- Mapping & GIS

## Thoughts for today

- What the customer wants
- Where brands struggle
- Issues with e-Commerce (Romania)
- How brands can manage risks for competitive advantage

# Meet Georgiana



EMPOWERED

HYPERCONNECTED

OPINIONATED

HIGHLY VOCAL

***'If you want me, you're gonna have to work for it!'***

# Modern Interactions

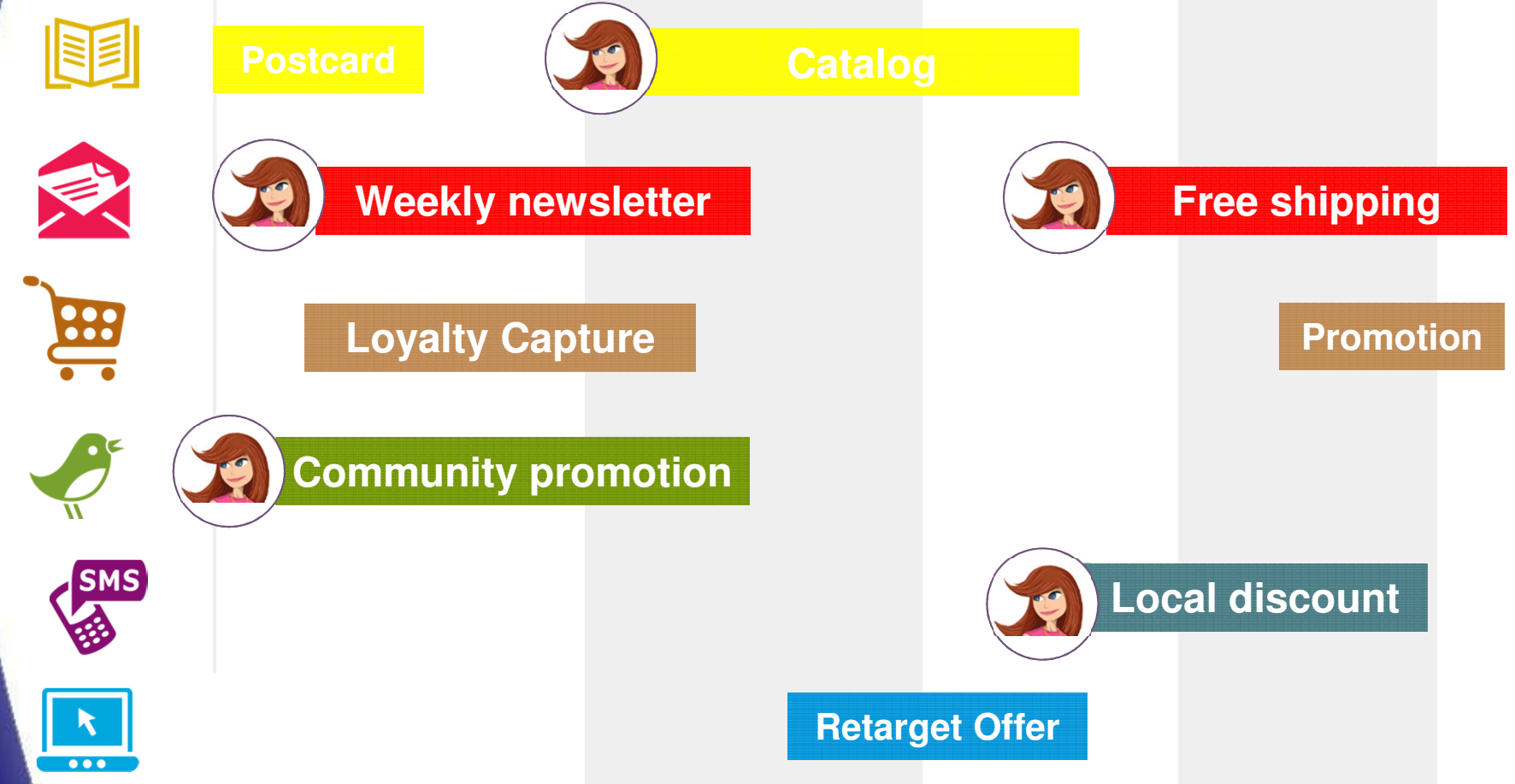
CHANNELS

AWARENESS

INTEREST

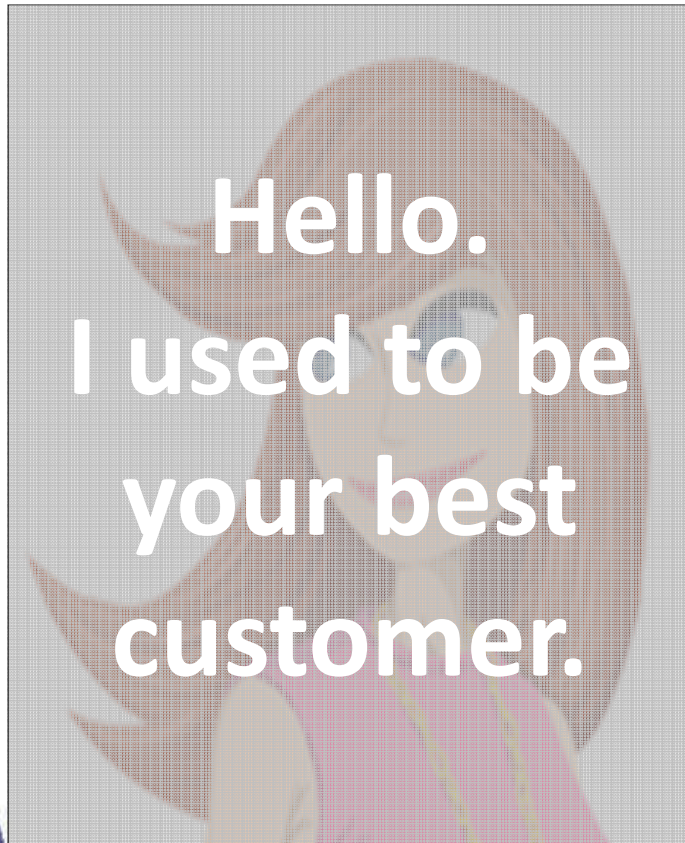
DESIRE

ACQUISITION



***Georgiana expects a seamless interaction across all channels***

# The risks of not communicating consistently



- *'Stop sending me promotional emails that are not relevant for me'*
- *'I'm victim of spam, which just makes my email overload worse'*
- *'You keep trying to sell me something I don't need'*
- *'I got a better offer from your competition'*
- *'I spent a lot of money with your company, but you still don't understand my needs'*

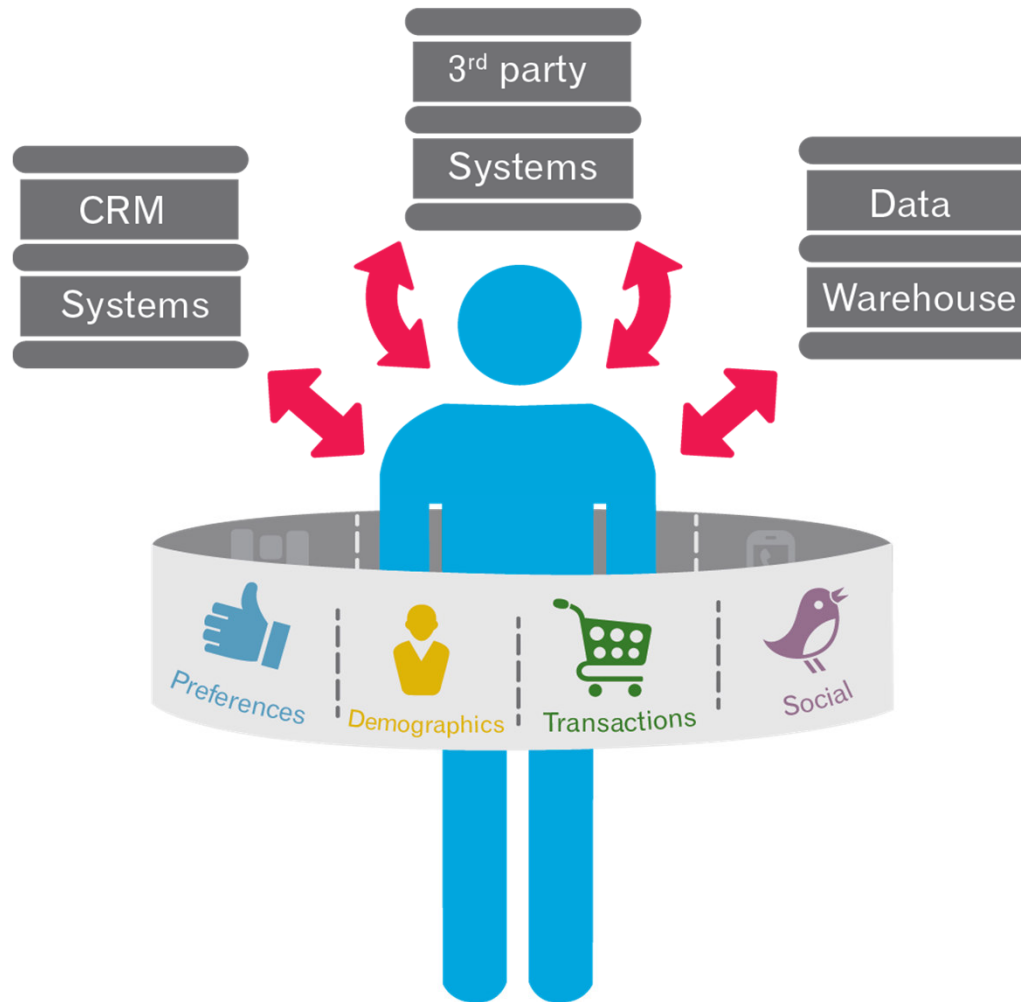
# Brands struggle



*... Just because I bought a product in the store doesn't mean you shouldn't know it when I call you on the phone or when I send you an email.*

*Of if I buy something online and you don't **connect the dots**.... well, people are just going to stop buying from you.*

# The dots = customer data



***Brands need a joined-up view to manage the customer experience***



## Multi-channel is not cross-channel



***Customer-centric as opposed to channel-centric***

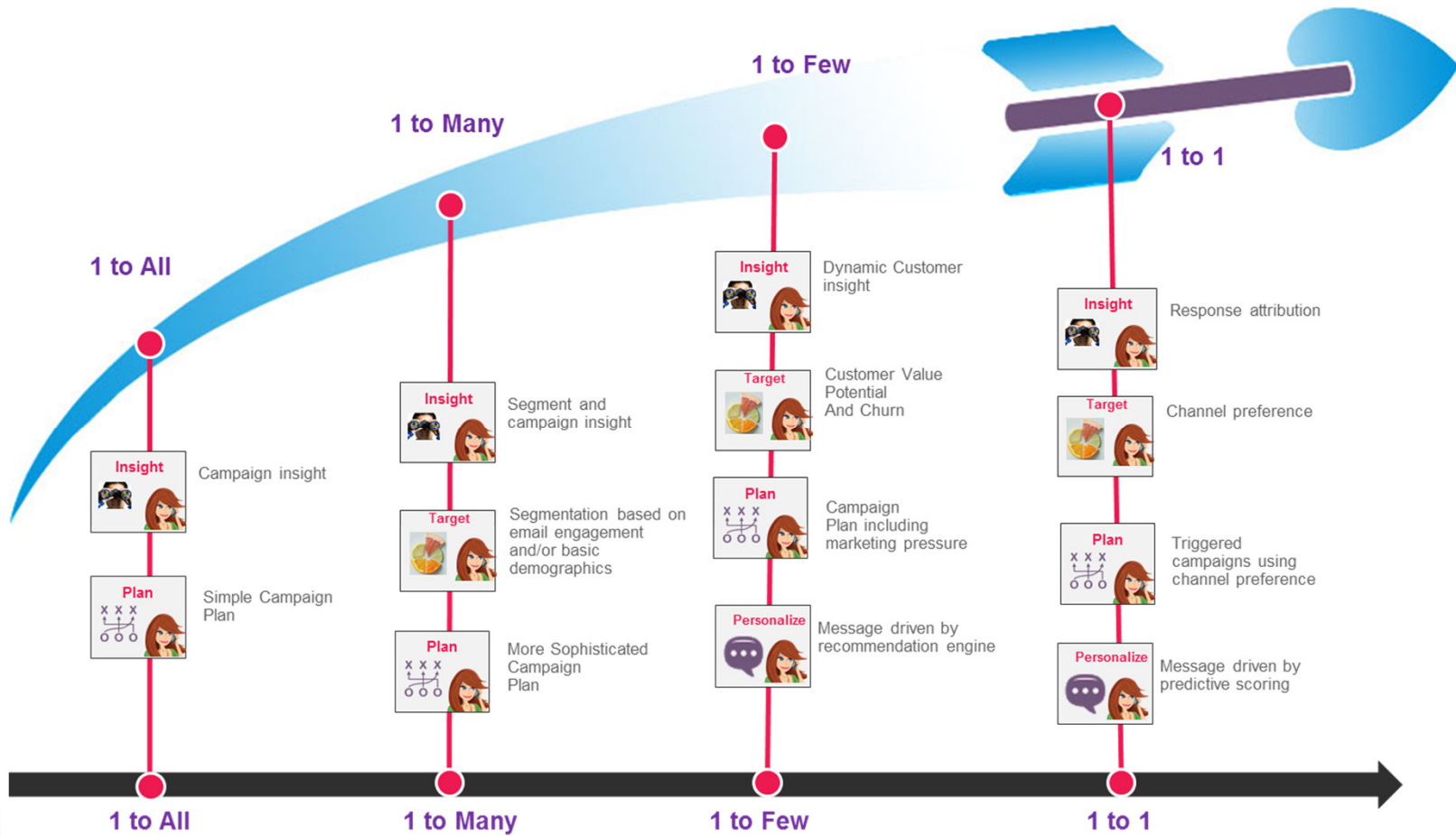
# Issues and Risks

- Good aspirations and intentions
- Disjointed use of data + insights and technology
- Channel and list centric vs. customer-centric
- Patchy channels 'in addition', as opposed to 'in conjunction'.
- ***If it works, don't fix it***

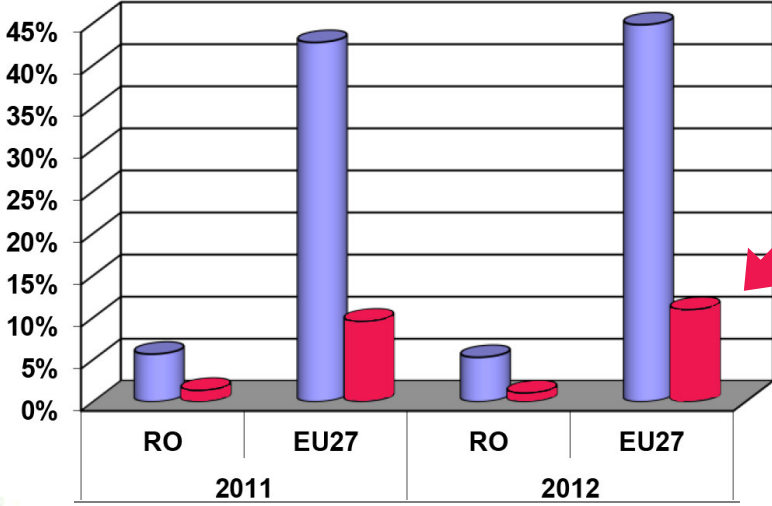
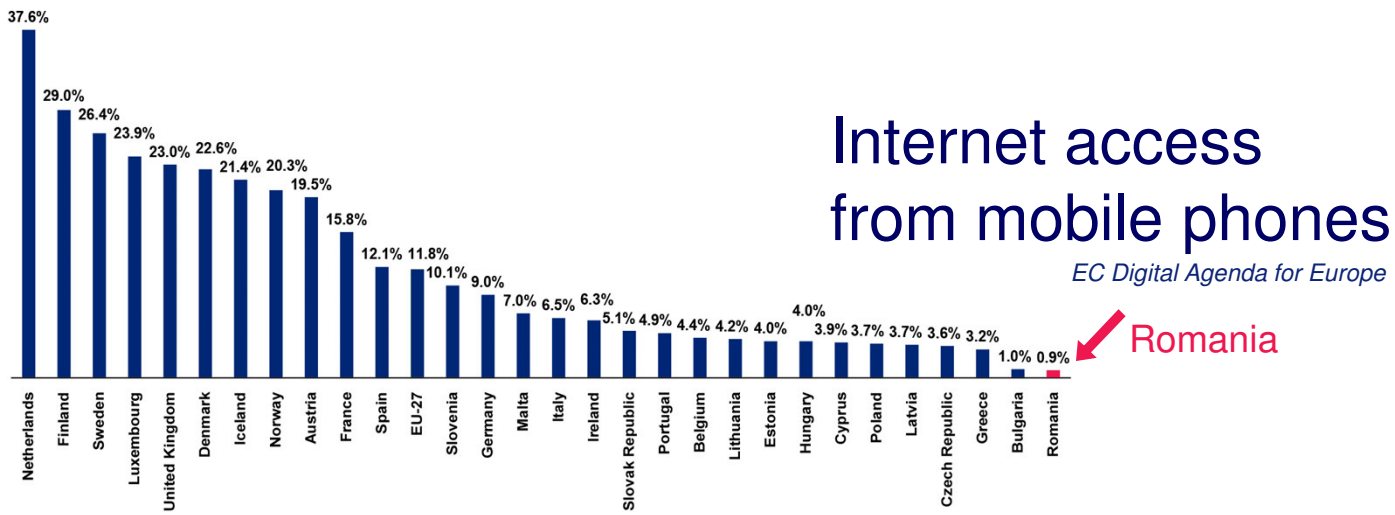
## Brand risks in Romania

- The catch up effort grows exponentially
- Careless, uncoordinated, turbulent or chaotic customer experience
- e-Commerce is a competition...***risk of waiting and re-inventing the wheel as opposed to innovating further!***

# Sophistication Curve



# Current Status



**Why is e-Commerce activity so low in Romania?**

# **Trust!**

***Georgiana – and those like her –  
have high expectations***

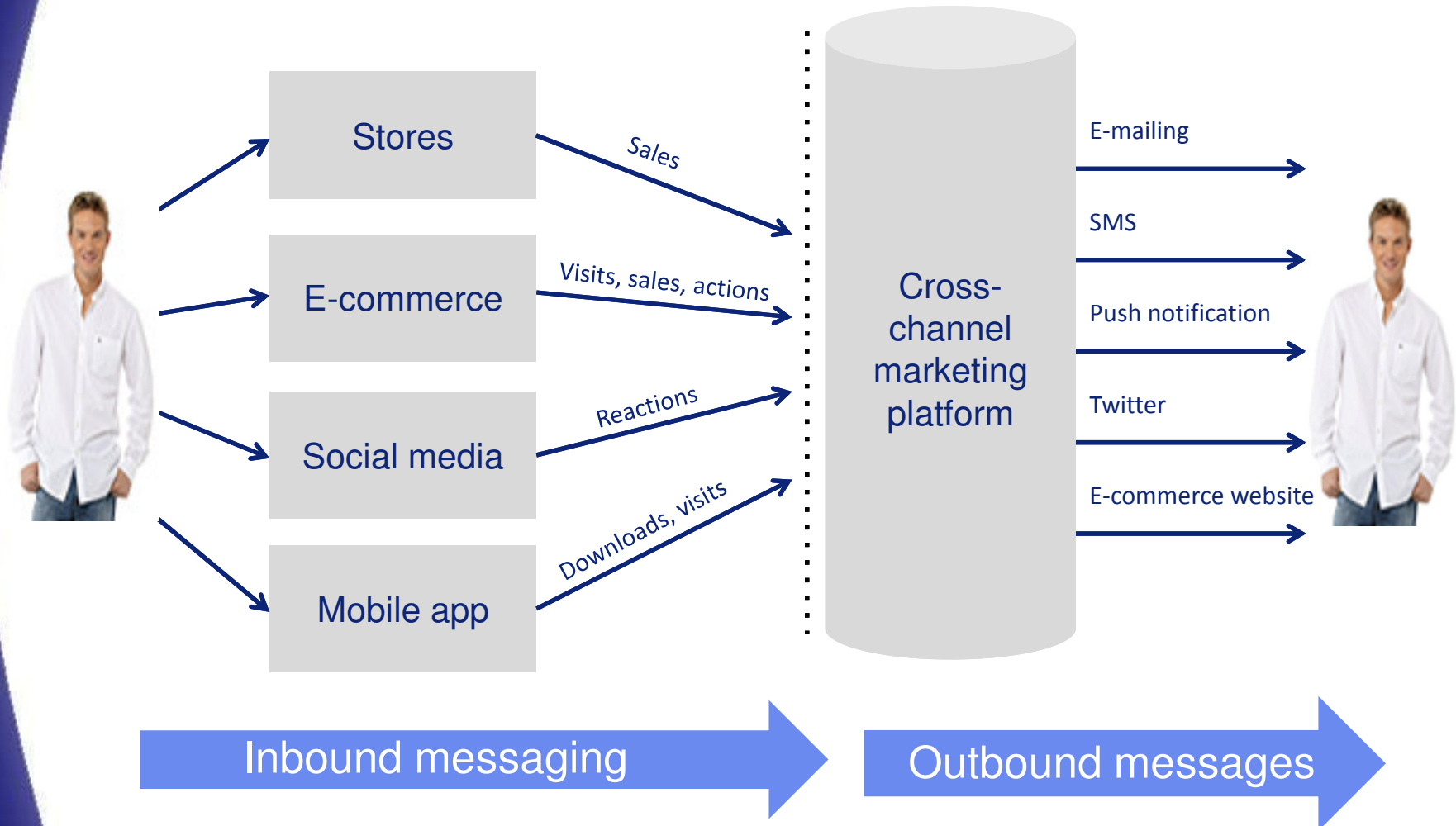
***They expect joined-up communications  
in real time***

# Trust in the data



GS_ID	INPUT ADDRESS
1001011	. CR. VIVU 8 33 BISTRITA 4400 BISTRITA NASAUD ROMANIA
1036516	BISTRITA C-TIN ROMANU VIVU 15C/31 BISTRITA-NASAUD BISTRITA-NASAUD ROMANIA
1037047	BISTRITA C R VIVU NR 6/C/33 BISTRITA ISTRITA NASAUD ROMANIA
1037051	BISTRITA C.ROM. VIVU 1/B/23 BISTRITA BISTRITA NASAUD ROMANIA
1037184	BISTRITA CONSTANTIN ROMAN VIVU2/B/16 BISTRITA BN ROMANIA
1037192	BISTRITA C-TIN R VIVU NR 25/3 BISTRITA BISTRITA-NASAUD ROMANIA
1037194	BISTRITA C-TIN ROMAN VIVU10/D/49 BISTRITA BISTRITA NASAUD ROMANIA
1038593	BISTRITA, STR CONSTANTIN ROMANVIVU, NR 8, SC B, AP 17 BISTRITA BISTRITA-NASAUD
1063902	C.ROMAN VIVUNR.25 SC B AP.12 -SC. GEN BISTRITA-NASAUD BISTRITA-NASAUD ROMANIA
1086628	CONSTANTIN ROMANU-VIVU25 A 7 BISTRITA BISTRITA NASAUD ROMANIA
1088398	CR.VIVU2 B 18 BISTRITA 4400 BISTRITA NASAUD ROMANIA
1230843	STR CTIN ROMANU VIVU NR 10D AP 8 BISTRITA 000000 BISTRITA-NASAUD ROMANIA
1230847	STR C-TIN ROMANU VIVUNR 9 AP.1 B-TA BISTRITA-NASAUD ROMANIA
1230849	STR C ROMINU VIVUNR 9 AP.1 BISTRITA BISTRITA-NASAUD ROMANIA
1230855	STR C-TIN VIVUNR3/D AP 3 BISTRITA 000000 BISTRITA-NASAUD ROMANIA
1261484	STR. CTIN ROMANU VIVU NR.2AP.9 BISTRITA 000000 BISTRITA-NASAUD ROMANIA
1276748	STR.CONSTANTIN ROM VIVUNR.3 AP.2 BISTRITA 000000 BISTRITA-NASAUD ROMANIA
1276750	STR.CONST. ROMAN-VIVU6C43 BISTRITA BISTRITA NASAUD ROMANIA
1300201	B-TA STR CT ROMANU VIVUNR3AP12 BISTRITA-NASAUD ROMANIA

*Same name, spelt in over 30 different ways*



## Cross-channel Marketing Platform



## **Cross-channel customer intelligence**

- German businesses lose more than 1.5 billion annually due to a narrow focus on single channels
- US Retailers lose nearly \$100 billion each year from poorly executed cross-channel marketing efforts
- Romania can learn from others and commit to recognising how to modern customer acts. This can increase the ~€600M performance of 2013 to a much higher result

***Reduce confusion, abandonment and loss of business***



### Questions you should ask about an e-Commerce platform

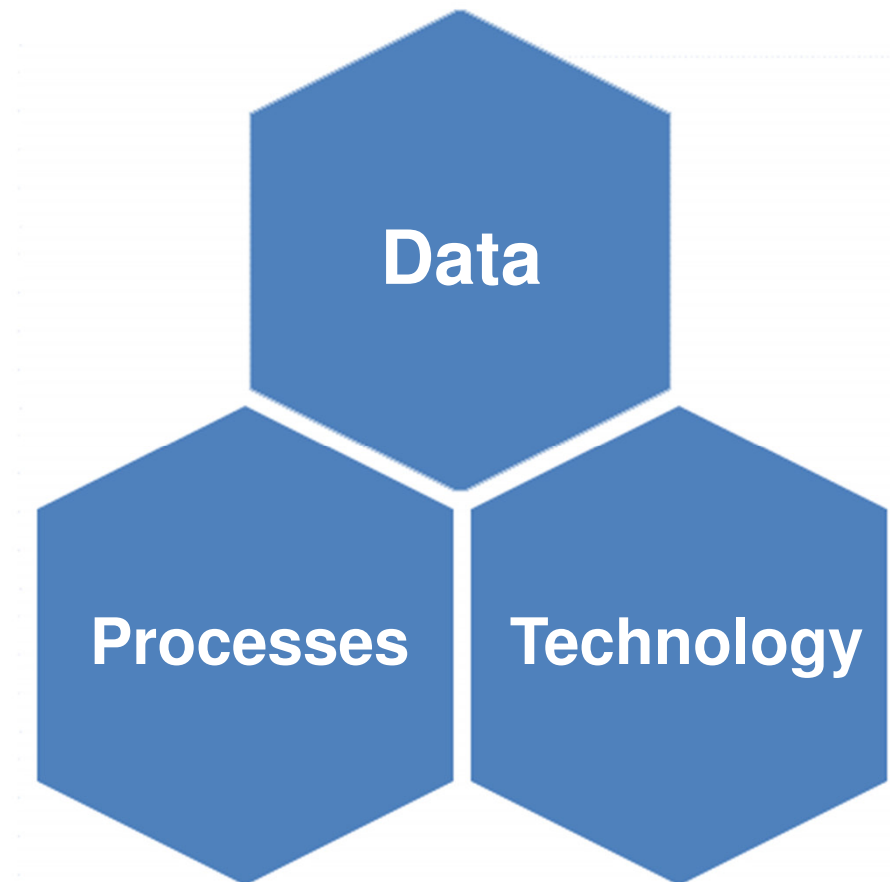
1. Do you require separate log-ins per channel?
2. Is your platform list-centric or customer centric?
3. Does your platform use a centralised subscriber database?
4. Can your platform manage segments?
5. Can you incorporate event-driven triggers?
6. Can you use real-time triggers e.g. from inbound messaging?
7. Does your platform include sentiment analysis?

***The absolute key is customer centricity***

# Foundation of Trust

- Use your **customer data** to enhance personalisation and the user experience
- Engage your customers with relevant, targeted campaigns
- Implement efficient transactional and abandoned basket message strategies

***And don't forget her birthday!***



***Don't allow 'good' to become  
the enemy of GREAT***



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**Intelligent  
interactions.  
Every time.**